

Export News for Florida

From the Export Assistance Centers in Miami, Ft. Lauderdale, Orlando, and Tallahassee

U.S. Commercial Service, U.S. Department of Commerce

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1. CITRA: Specialized Assistance with CE Marking

The European market contains 360 million people and has a GNP of over \$8 trillion. Products complying with CE marking are now accepted in 22 European countries. These products are automatically assumed to be safe and to meet environmental standards. CE marking is accelerating as the globally accepted system for ensuring product safety and environmental requirements, is soon to be accepted in seven Eastern European countries. Possible extensions to other areas of the world are currently being negotiated.

CE marking is currently required for one-half of all U.S. products being exported to Europe. CE marking indicates that a product complies with the European product safety, health, and environmental requirements. This makes life simpler for the exporter because there is now a single set of safety and environmental requirements that a product must meet. This increases free trade with Europe because the old, multiple, and inconsistent set of requirements that were determined on a national basis have been replaced.

The CITRA program is here to assist you with CE marking. CITRA is a non-profit program created specifically out of a growing demand from U.S. companies for assistance on how to comply with European trade regulations on CE marking. CITRA's Technical Advisors travel to Europe annually in order to learn the latest marking

compliance strategies and technical specifications available. CITRA's consulting and training services and products are designed to meet companies' "time to market" needs in a diligent and cost-effective manner. If you would like assistance in obtaining CE marking for your products, please contact CITRA by phone at: 412-396-6233 or by email at: citra@duq.edu.

2. Partnership Opportunity with Eurasian Companies

The Special American Business Internship Training (SABIT) Program provides U.S. companies and organizations competitive grants to host professionals from Eurasia for 3-6 months. SABIT is committed to promoting Eurasian economic development by providing hands-on training to managers and scientists in U.S. business practices, while advancing market access through cross-border relationships and public-private partnerships.

SABIT grants help foster relationships between export-ready small and medium enterprises with potential customers, distributors, or partners in Eurasia. The majority of U.S. host companies enter into business relationships with their SABIT intern. U.S. host companies also receive assistance from interns in such areas as market access, certification, customs, taxation, logistics, networking, and accessing market data.

At the end of January 2004, SABIT will open the next round of Grant funding. Applications will be accessible through registration on the SABIT web site: <http://www.mac.doc.gov/sabit/>.

3. Opportunity Alert: China

The Broward County Office of Economic Development is putting plans into place for a trade mission to China in May 2004. The mission is targeted to visit Hong Kong, Guangzhou, Shanghai, and Beijing. Participating companies will have one-on-one appointments with prospective business partners arranged by the U.S. Commercial Service through its Gold Key Service. Companies interested in testing the China market that are unable to participate in the mission have the opportunity to participate in a catalog show, the "First China Import Exhibition" to be held May 18-22 in Guangzhou, for a fee of \$200.

To learn more about the Broward County Office Of Economic Development's Trade Mission to China, please contact Edgar Tapia at: 954-357-6109 or etapia@broward.org. To learn more about the Catalog Show, please contact John Diep at Enterprise Florida at: 305-569-2650 or jdiep@eflorida.com.

4. Access Eastern Mediterranean Program (AEM)

It just got easier to sell to Egypt, Israel, Turkey, Jordan, Lebanon, and West Bank/Gaza!

The Access Eastern Mediterranean Program is a new and innovative, regional export promotion program offered by the U.S. Commercial Service at the American Embassies in Turkey, Egypt, Israel, Jordan, Lebanon, and West Bank/Gaza. The Access Eastern

Mediterranean Program gives you maximum exposure to the region's markets and 150 million consumers. The unified promotion events target each of five broadly defined Best Prospect industries: Building and Construction; Oil/Gas, Electricity; Environmental Equipment and Services; Healthcare Products and Services; ICT/Telecom Equipment and Services.

The Access Eastern Mediterranean Program will promote your products/services via a unique set of activities:

- You register just once to explore opportunities in all six markets!
- Your products/services are featured on the AEM web site.
- Commercial Specialists promote your products to hundreds of local contacts.
- The AEM Program tracks all responses and sends you six Results Reports.
- Some events include catalog show booths at local industry trade shows.

Companies interested may register online at: <http://www.buyusa.gov/easternmed/>.

5. Globe 2004

Globe 2004 will take place March 31-April 2, 2004 in Vancouver, Canada. This event offers U.S. firms a highly effective vehicle to develop exports to the Canadian environmental market, as well as the opportunity to gain exposure to a multitude of other international markets, especially in Asia. The U.S. Commercial Service in Vancouver, Canada invites U.S. environmental firms to discover the value-added benefits of participating in Globe 2004. Globe is certified by the U.S. Department of Commerce, based on the effectiveness of this event in developing U.S. environmental exports.

The U.S. Commercial Service in Canada is offering the following options for U.S. firms at Globe:

OPTION A: Booth in the U.S. Pavilion

The U.S. Pavilion at Globe 2004 will be placed in a high profile location to attract the attention of attendees. Our U.S. Commercial Service, available for counseling, information, and support throughout the event, will staff the pavilion. CDN\$3,650.

OPTION B: Customized Meetings via the Gold Key Program

Find Canadian partners and representatives with a program that has been used successfully across Canada by numerous U.S. firms and continues to be one of the Commercial Service's most successful, client-focused services. The Gold Key Program at Globe 2004 includes:

- One-on-one appointments with pre-qualified, potential business partners
- Product presentation to Asian agents/distributors
- Complimentary trade show pass
- Invitation to an exclusive networking reception

Cost: US\$750.00

In addition to the Globe exhibition, the Globe 2004 conference features technologies in water and wastewater management, pollution prevention, environmental engineering, solid waste management, air quality, and hazardous waste.

For more information on Globe 2004, please visit the web page below and fill out a survey to receive more information: <http://www.buyusa.gov/socal/globe2004.html>.

6. RepCan 2004

Canada is the largest and most receptive export market for U.S. products. Due to the NAFTA agreement, exporting to Canada is simple and lucrative. RepCan 2004 will take place on June 16-17, 2004 in Toronto, Ontario, Canada. This program offers you:

- Two days of individual meetings
- A seminar program on “Selling to Canada”
- Province-wide promotion
- A free listing on www.BuyUSA.gov/Canada/en
- Business counseling before, during, and after RepCan 2004
- Assistance with logistics and set-up of table-top display
- Special hotel rates
- Much more

The registration fee for RepCan 2004 is US\$1, 200. If you would like more information on this event, please contact Rita Patlan by phone (416-595-5412, ext. 227) or email (Rita.Patlan@mail.doc.gov).

7. OPIC News

The Overseas Private Investment Corporation (OPIC) was established as a development agency of the U.S. government in 1971. OPIC helps U.S. businesses invest overseas, fosters economic development in new and emerging markets, complements the private sector in managing the risks associated with foreign direct investment, and supports U.S. foreign policy. By expanding economic development in host countries, OPIC-supported projects can encourage political stability, free market reforms, and U.S. best practices. OPIC projects also support American jobs and exports – over 280,000 new U.S. jobs and \$65 billion in exports since 1971. Because OPIC charges market-based fees for its projects, it operates on a self-sustaining basis at no cost to taxpayers.

OPIC develops a monthly newsletter. This month’s edition highlights OPIC’s new lending and funds facility for Latin America. Please visit <http://www.opic.gov/opicnews/0601/opicnews0601.pdf> to view this month’s issue. After visiting the web site, if you decide that you would like to subscribe to OPIC News, please go to <http://www.opic.gov> and click on the “Subscribe” link at the top of the page.

8. Local News

9. Special Announcement

Rick Ortiz has joined the Commercial Service staff in Florida. Rick will be working in the Miami U.S. Export Assistance Center. Rick is coming to us after an eight-month tour of duty in Baghdad, Iraq. He has also been stationed in Bogotá, Colombia and in Jordan. We look forward to learning from his experiences and expertise, and feel that he will enrich the knowledge base of the International Trade Specialists in Florida.

10. Online Trade Resources

National Atlas

<http://nationalatlas.gov/congdistprint.html#Florida> is a web site that provides printable maps of each of the Congressional Districts of the 108th Congress. This is good for a quick check to find out in which Congressional District you are located.

China Commercial Brief

The China Commercial Brief is a biweekly publication featuring summaries about developments in China's various commercial sectors, tips on doing business in China, and U.S. Embassy news. This publication is free of charge. You can check out the China Commercial Brief at <http://www.buyusa.gov/china/en>. If you would like to subscribe to the newsletter, please send a blank email to join-china-commercial-brief@list.xianzai.com.

Schedule B Numbers

<http://www.census.gov/foreign-trade>. Use the drop-down menu on the upper right-hand side to access a guide to foreign trade statistics, the new SED (Shipper's Export Declaration), and a Schedule B Search Engine.

BNA

<http://www.bna.com> is a private sector, fee-based web site. BNA is the foremost publisher of print and electronic news, analysis, and reference products, providing intensive coverage of legal and regulatory developments for professionals in business and government.

Electric Embassy

<http://www.embassy.org> is a site to locate an embassy of the United States overseas, as well as foreign country embassies in the U.S.

APHIS

<http://www.aphis.usda.gov> is a web site provided by the United States Department of Agriculture. This web site for the Animal and Plant Health Inspection Service, an agency committed to protecting and promoting U.S. agricultural health, gives news and information, issues facing agricultural health, and a search engine to perform specific searches. An exporter can find information about exporting agricultural products to various countries and importing from other countries to the U.S. on this web site.

International Trade Commission

http://dataweb.usitc.gov/scripts/user_set.asp is a web site powered by the International Trade Commission allows users to compile a list of the best markets for a given product based on HTS, SIC, or NAIC codes. Returns data of U.S. imports and exports, with user specifying the number of countries to include in the report, i.e. “Top 5, Top 10, Top 25,” etc.

Free Directories

<http://www.FreeDirectories.com> is a worldwide directory of free access directories and databases where you can find over 1 billion people, companies, and public records – FREE.